

FORM PTO-1594 (Modified)  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
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TM05/REV03

RECORDATION FORM COVER SHEET

Docket No.:

TRADEMARKS / SERVICE MARKS ONLY

04-0690

Tab settings

To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

APPLAUSE, LLC

- Individual(s)
- General Partnership
- Corporation-State
- Other Limited Liability Company of Delaware
- Association
- Limited Partnership

Additional names(s) of conveying party(ies)  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: October 26, 2004

2. Name and address of receiving party(ies):

Name: RUSS BERRIE AND COMPANY, INC.

Internal Address:

Street Address: 111 Bauer Drive

City: Oakland State: NJ ZIP: 07436

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership

Corporation-State New Jersey

Other

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

4. Application number(s) or registration numbers(s):

A. Trademark / Service Mark Application No.(s)

76/535,128

Additional numbers

B. Trademark / Service Mark Registration No.(s)

Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Stewart L. Gitler

Internal Address: HOFFMAN, WASSON & GITLER, P.C.

Street Address: 2461 South Clark Street

Suite 522 - Crystal Center 2

City: Arlington State: VA ZIP: 22202

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFR 3.41):.....\$ \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

08-2455

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Stewart L. Gitler

Name of Person Signing

Signature

10-28-2004

Date

Total number of pages including cover sheet, attachments, and

2

Mail documents to be recorded with required cover sheet information to:  
Mail Stop Recordation Services  
Director of the United States Patent and Trademark Office  
P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

700126850

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CH \$40.00 082455 76535128

ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, APPLAUSE, LLC, a Delaware Limited Liability Company having its principal offices at 23942 Lyons Avenue, Newhall, California 91321, has intended to use the following mark in commerce and has filed an application, now assigned as set forth below, indicating that intention, but has not yet filed an allegation of use under §§ 1(c) or 1(d) of The Trademark Act, and:

WHEREAS, applicant is assigning the mark set forth below as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060

TRADEMARKS	APPLN. NO.	DATE OF APPLICATION
APPAWS	76/535,128	August 7, 2003

WHEREAS, RUSS BERRIE AND COMPANY, INC., a New Jersey corporation having its principal offices at 111 Bauer Drive, Oakland, New Jersey 07436, is desirous of acquiring said trademark and the pending intent-to-use application therefor,

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, APPLAUSE, LLC does hereby assign to RUSS BERRIE AND COMPANY, INC. all right, title and interest in and to said trademark and application in the United States and throughout the world therefore, together with the goodwill in connection with which said trademark will be used and which is symbolized by said trademark, along with the right to recover for damages and profits for past and future infringements thereof.

Assignor hereby covenants with assignee that it is the lawful owner of the rights in and to the work and of the above described rights relating thereto and that it has good right to sell and transfer the same to assignee.

APPLAUSE, LLC

RUSS BERRIE AND COMPANY, INC.

Signed at Los Angeles  
California

Signed at Oakland  
New Jersey

this

this

26th day of October, 2004

26th day of October, 2004

Signature

Signature

David Socha

Arnold Bloom

Name

Name

Manager

Vice President

Title

Title